

50th ANNUAL COCONINO COUNTY HORSE RACES

July 1 - 4, 2005
Fort Tuthill Downs
Flagstaff, Arizona



WHY SHOULD I SPONSOR THE RACES?

- One of Coconino Counties Largest Events.
- Draws 10,000 plus attendees over 4 days
- Celebrating 50 Years of live Thoroughbred and Quarter Horse racing, sure to draw a huge crowd!
- Six to eight live races each day
- Full pari-mutuel wagering featuring
 - Daily Double
 - Quinella
 - Trifecta Specials
- Televised to over 60 off-track betting (OTB) sites around Arizona.
- Sponsors are recognized on-track through PA announcements and statewide through the OTB network
- Racing Programs are sold on-and off-track, available to sponsors and any business or organization that desires regional and statewide promotions for a very low price.

WHO ATTENDS?

Based on 2003 intercept survey results:

- 53% of attendees are female

Ethnicities in ranking order:

- Caucasian (64%)
- Hispanic (17 %)
- Native American (16 %)

The predominant age groups:

- 41-55 years old
- 31-40 years old

Location in ranking order:

- 47% of the 2003 attendees were from Flagstaff
- Phoenix Metropolitan Area
- Navajo Nation
- Hopi Reservation

Most attendees had a college degree or some college experience.

33% brought children with them to the Races.

SPONSORSHIP OPTIONS:

From on- and off-track publicity and recognition to admission passes, box seat tickets, embroidered ball caps, and more - the benefits of supporting the annual Coconino County Horse Races (and Coconino County Parks and Recreation) are endless! **Personalize your own sponsorship package** or choose from one of the following options.

RACE DAY - \$1,500

Sponsor a live racing day!

- Display up to 4 signs and/or banners at designated areas in and around the grandstands area.
- Welcoming signs to be hung at the entrance to the Races, on sponsored race day.
- Announcements throughout the day referring to the Race Day Sponsor, as well as during the two assigned races for which you will present winner's blankets.
- Full page ad in the Racing Program (for all four live racing days plus the two "Dark Day Simulcasts," June 30 and July 5).
- A special box seat area near the finish line, reserved for you to entertain clients or reward employees
- 20 regular admission passes good for the four-day event.
- 20 embroidered ball caps for employees, clients and/or customers.
- Sponsor logos to be on all event print materials, when possible, sponsor names will be mentioned in radio spots.

RACE – \$750

Sponsor an individual race anytime during the 4-day Event.

- Race sponsors to provide up to two signs and/or banners to be placed in and around the event for the entirety of the event.
- Sponsors will be recognized over PA announcements and the OTB network.
- Half-page ad in the Racing Program (for all four live racing days plus the two "Dark Day Simulcasts," June 30 and July 5).
- Four box seats will be reserved for you to entertain clients or reward employees.
- 10 regular admission passes will be provided to use throughout the four-day event
- 5 embroidered ball caps for employees, clients and/or customers.
- Sponsor names to be mentioned in the event poster (500 printed and distributed all over the state).

BLANKET – \$350

Horse blankets embroidered with the sponsors name, are presented to the race winners in the Winner's Circle. Blankets go home with the jockey or horse owner.

- Sponsors will be recognized over the PA announcements and the OTB network.
- A quarter-page ad in the racing Program (for all four live racing days plus the two "Dark Day Simulcasts," June 30 and July 5).
- Five regular admission passes.
- Professional 8" x 10" photograph of blanket presentatio.

ADVERTISING IN THE RACING PROGRAM:

The Racing Program is a black-and-white letter-sized publication sold at the Races. It contains detailed statistical information about each race's horses and jockeys. Programs are sold at various locations within Flagstaff each live race day morning, and they are sold throughout the state at OTB sites. Programs are produced on "Dark Day Simulcasts" and sold on-and off-track. Advertisements purchased will run in all six days' publications. Ads must comply with Coconino County Parks and Recreation's "Advertising Guidelines" and digital artwork (black-and-white) are due by Friday, June 3.

Ad Sizes and Prices

1/8 vertical (1.75" x 4.875")	\$75	1/2 vertical (3.667" x 10")	\$230
1/8 horizontal (3.667" x 2.3")	\$75	1/2 horizontal (7.5" x 4.875")	\$230
1/4 page (3.667 x 4.875")	\$140	Full page (7.5" x 10")	\$360

50th ANNUAL COCONINO COUNTY HORSE RACES

July 1 - 4, 2005
Fort Tuthill Downs



SPONSOR/ADVERTISER REGISTRATION FORM

Sponsorships and Racing Program advertising space is available on a first-come, first-served basis.
Don't delay - send in this form with your payment TODAY!

Company or Organization: _____

Primary Contact: _____ Title or Position: _____

Mailing Address: _____ City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____ Email: _____

YES! Count on us as a:

- ☐ **RACE DAY** Sponsor (\$1,500) - receives complimentary full-page ad in Racing program
- ☐ **RACE** Sponsor (\$750) - receives complimentary half-page ad in the Racing Program
Please reserve a half page: ☐ vertical ad ☐ horizontal ad
- ☐ **BLANKET** Sponsor (\$350) - receives complimentary quarter-page ad in the Racing Program

Race Day & Race Sponsorship:

Please rank the event days in order of preference:

____ Friday, July 1 ____ Saturday, July 2 ____ Sunday, July 3 ____ Monday, July 4

Blanket & Race Day Sponsorship:

Please indicate your choice of blanket color (NOTE: Race Day sponsors have TWO blanket presentations, and may choose two different colors): ☐ Blue ☐ Red ☐ Green

Please indicate your choice of race type: ☐ Thoroughbred ☐ Quarter horse

Abbreviated business name (max. 24 characters on blanket): _____

YES! We want to purchase display advertising space in the Racing Program:

- ☐ Full-page (7.5" x 10") - \$360
- ☐ Half-page horizontal (7.5" x 4.875") - \$230
- ☐ Half-page vertical (3.667" x 10") - \$230
- ☐ Quarter-page (3.667" x 4.875") - \$140
- ☐ Eighth-page horizontal (3.667" x 2.3") - \$75
- ☐ Eighth-page vertical (1.75" x 4.875") - \$75

TOTAL PAYMENT DUE: \$ _____

Method of Payment: ☐ Check (payable to Coconino County Racing) ☐ Trade (please attach a proposal)

☐ VISA/MasterCard # _____ - _____ - _____ exp. date: _____

Please send this form and payment/proposal to: Carl Robinson, Coconino County Parks & Recreation,
HC 39 Box 3A, Flagstaff, AZ 86001, or fax to (928) 913-0750. Questions, please call (928) 774-5811

THANK YOU!